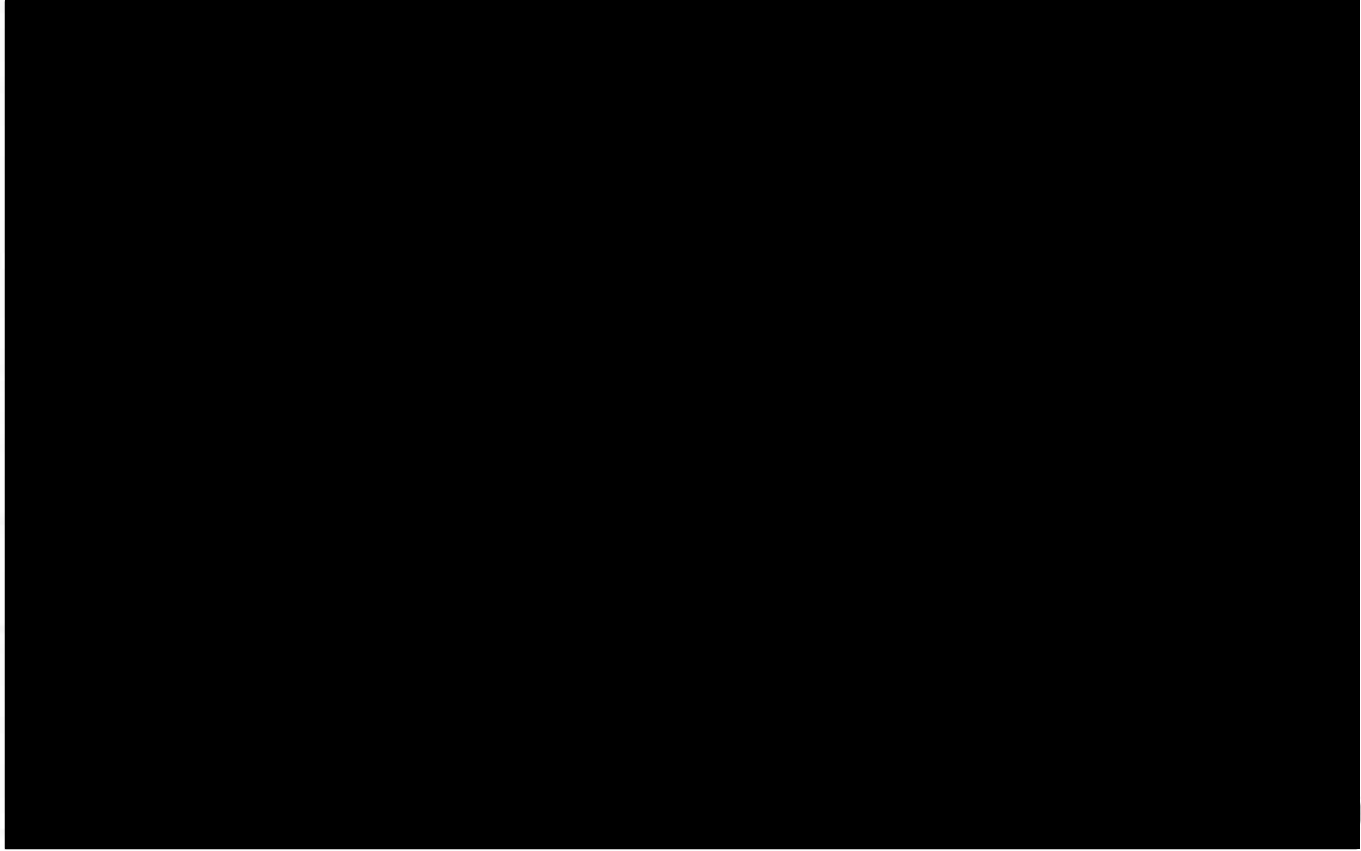
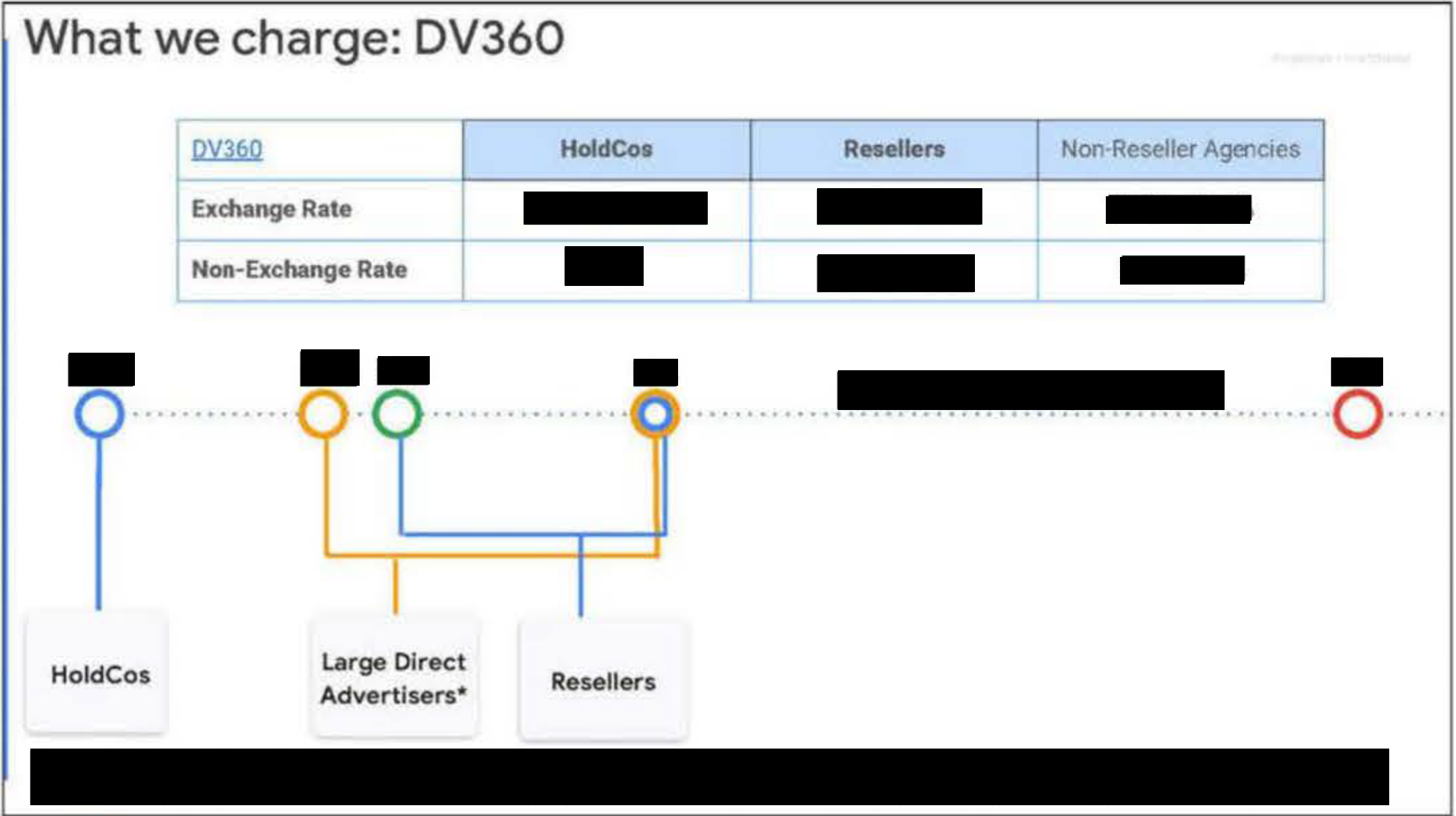


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Certified Agency Company vs Reseller/Sales Partner				Confidential - Under NDA ONLY	
	Certified company w/Agency Contract		Certified company w/ Reseller capability (i.e. different legal entity)		
	GA360 / Meas.	DV360 / Adv.	GA360 / Meas.	DV360 / Adv.	
Access to preferential pricing					
Ability to sell tech license to end client					
Service clients (basic sales & tech services)					
Ability to service media to end client on reseller contract					
Early beta access / Access to PM teams					
Access to education and trainings materials					
Priority Access to Google End Client Funding Initiatives					
Extend read/write access to platform for end client					
Google Account team able to interact with end client without need for agency sign off, no need for DAOF					



[REDACTED]

What they charge: DV360

HoldCo	• [REDACTED]		
Reseller	• [REDACTED]	Advertiser manages media in-house or with a 3p agency. Money flows via reseller.	common
	• [REDACTED]	Ex: Media.Monks, Jellyfish etc. Services may include media management	encouraged
	• [REDACTED]	More common in competitive pitches with: <ul style="list-style-type: none"> - HoldCos offering holdco rates - for Large Direct Advertisers - in competition with Global Tech partners who today have the lowest reseller rates - supporting legacy rates during network transfers - for other adjacent business/ long term partnership/ portfolio clients Google is prevented legally from intervening.	not encouraged
HoldCo + Reseller	• [REDACTED]	Potentially most margin and most diversified "stickiness" for HoldCos	emerging model

[REDACTED]

Other services can include: media management, as well as non-digital services in case of full-service providers (e.g. TV).

Agency vs. Reseller: GMP Ads Commercials & Google Support

Commercials		Google Partnership & Support	
	Agency	Reseller	
Minimum Support Obligations			Google Account support
Data Ownership Rights to end client			Google gtech support
Read-Write Access to end-client			Marketer escalation responsibility
Commercial Rates			Geo-fencing limitations

Source: <https://enterprisemarketingportal.google/auth/assets/1334-GoogleExpectationsResellers>